

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 16076 060915Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 DOTE-00 (ISO) W
-----121687 061026Z /14

R 060906Z SEP 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 0997

UNCLAS TOKYO 16076

E.O. 11652: NA
TAGS: BEXP, JA
SUBJECT: EXPORT DEVELOPMENT MISSION-AUTOMOTIVE PARTS

1. QUOTE: MISSION COORDINATOR RANDALL MILLER MET ON OCTOBER 28 WITH MR. T. WAKABAYASHI, SENIOR MANAGING DIRECTOR OF TOYO KOGYO (MAZDA), MR. A. FUJII, MANAGING DIRECTOR AND GENERAL MANAGER FOR PURCHASING, MR. H. MASAOKA, DIRECTOR AND MANAGER, PURCHASE ADMINISTRATION DIVISION.

2. QUOTE: IN RESPONSE TO MY REMARK THAT HIGH UTILIZATION OF U.S. COMPONENTS IN JAPANESE CARS BOUND FOR THE U.S. MIGHT HELP MAINTAIN JAPAN'S ACCESS TO OUR MARKET, MR. WAKABAYASHI (NEWLY TRANSFERRED TO THE COMPANY FROM SUMITOMO TRADING) STATED THAT TOYO KOGYO STRONGLY BELIEVES IN TWO-WAY TRADE, ESPECIALLY SINCE THEY EXPORT MORE THAN 60 OF THEIR PRODUCTION OF CARS AND TRUCKS. HE STATED THAT IS NOW COMPANY POLICY TO INCREASE THE PERCENTAGE OF FOREIGN PARTS IN THEIR UNITS, AND THAT HE IS WELL SATISFIED THAT U.S. PRODUCT QUALITY IS EXCELLENT AND PRICE COMPETITIVE. THE ONLY REMAINING QUESTION TO BE SETTLED IS A GUARANTEED DELIVERY SYSTEM.

3. QUOTE: MR. WAKABAYASHI FURTHER SAID THAT TOYO KOGYO HAS MADE A MAJOR COMMITMENT TO THE U.S. MARKET, HAVING RECENTLY PRODUCED THE RX-7 MODEL SPECIFICALLY
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FOR AMERICAN TASTE. THEREFORE, THE COMPANY, IS OF COURSE, VERY MUCH INTERESTED IN INCORPORATING AMERICAN COMPONENTS. HE ALSO FELT IT HIGHLY LOGICAL TO USE U.S. PARTS FOR AMERICAN AFTERMARKET REQUIREMENTS. MR. WAKABAYASHI CONCLUDED BY STATING THAT HE IS PLEASED THE TRADE MISSION IS COMING TO TOYO KOGYO. HE REQUESTS THAT MISSION MEMBERS ARRIVE PREPARED TO QUOTE PRICE,

INCLUDING INSURANCE AND FREIGHT TO HIROSHIMA.

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4. QUOTE: I WILL PROVIDE ADDITIONAL INFORMATION TO YOU
CONCERNING DISCUSSIONS WITH OTHER JAPANESE OEMS DURING
BRIEFING IN SEATTLE. ARRANGEMENTS PROCEEDING WELL.

5. QUOTE: SIGNED RMILLER, TOKYO. END QUOTE

6. FOR ATKINS: PLEASE CONFIRM RECEIPT AND PASSAGE THIS
MESSAGE.
MANSFIELD

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NNN

Message Attributes

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Draft Date: 06 sep 1978
Decaption Date: 01 jan 1960
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Disposition Approved on Date:
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Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
Errors: N/A
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Format: TEL
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ISecure: 1
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Secure: OPEN
Status: NATIVE
Subject: EXPORT DEVELOPMENT MISSION-AUTOMOTIVE PARTS
TAGS: BEXP, JA
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Type: TE
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